



The famous C.B.S.
RADIO *Laff-Riot!*

my Friend Irma

MAR.
NO. 16

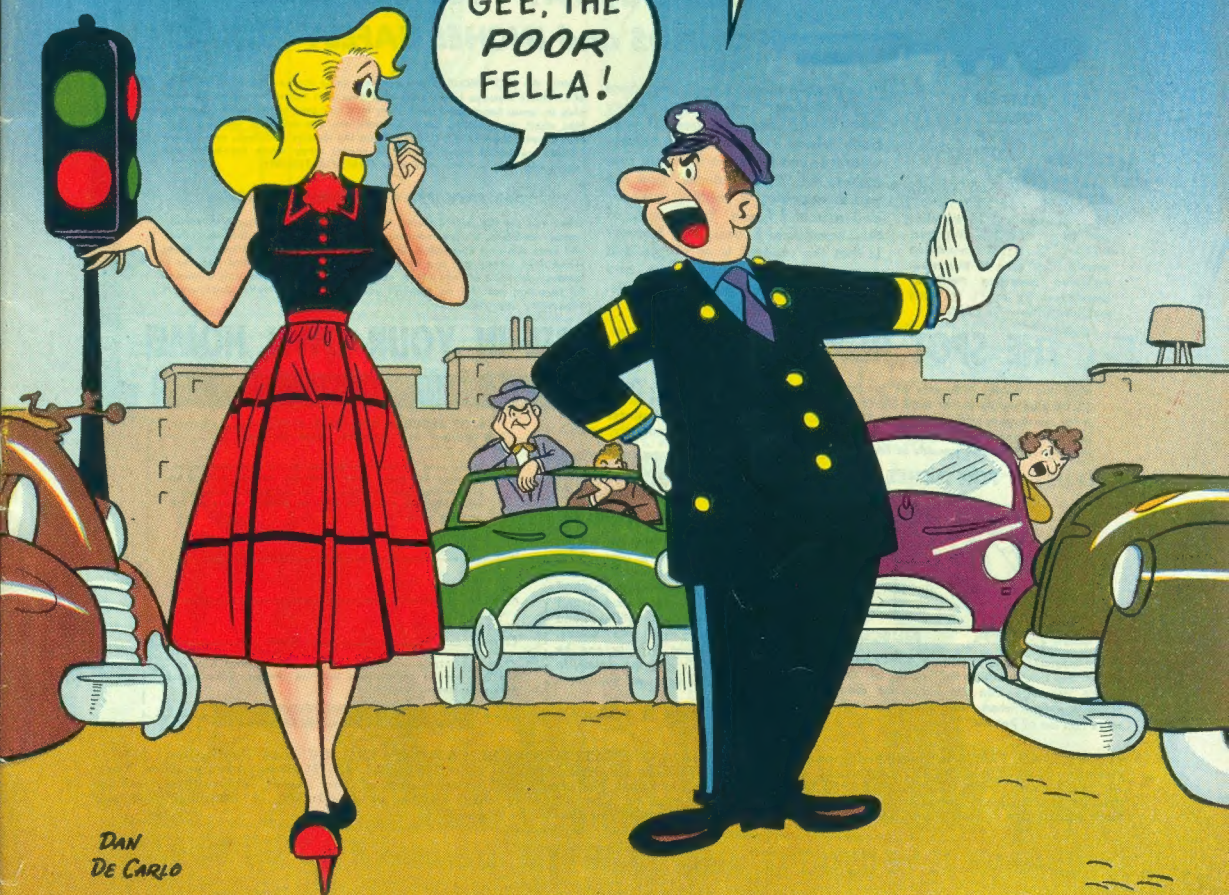
10¢
K

ATLAS

WATCH YER STEP, LADY!
STATISTICS PROVE THAT
A GUY GETS HIT BY A
CAR EVERY TWO MINUTES!

NOW ON SALE
EVERY
MONTH!

GEE, THE
POOR
FELLA!



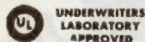
DAN
DE CARLO

Reducing Specialist Says:
LOSE WEIGHT

Where
It
Shows
Most

REDUCE

MOST ANY
PART OF
THE
BODY WITH



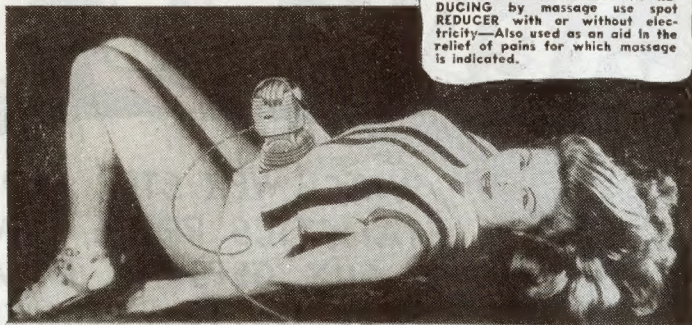
Spot Reducer

**Relaxing • Soothing
Penetrating Massage**



**PLUG IN
GRASP
HANDLE
AND
APPLY**

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!



FOR GREATEST BENEFIT IN REDUCING by massage use spot REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

TAKE OFF EXCESS WEIGHT!

**Don't Stay FAT—You Can LOSE
POUNDS and INCHES SAFELY** Without Risking
HEALTH

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

SENT ON APPROVAL—MAIL COUPON NOW!

SPOT REDUCER CO., Dept. E 734
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose \$1. Upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name

Address

City State

☐ SAVE POSTAGE—check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

ALSO USE IT FOR ACES AND PAINS

**LOSE WEIGHT
OR NO CHARGE**

USED BY EXPERTS

Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

LOSE WEIGHT OR NO CHARGE



CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



MUSCULAR ACES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

MY FRIEND IRMA is published monthly by BROADCAST FEATURES PUBLICATIONS, INC. Office of Publication: 350 5th Avenue, New York, N. Y. Copyright 1951 by COLUMBIA BROADCASTING SYSTEM, INC. 485 Madison Avenue, New York, 17, N. Y. Vol. 1 No. 16 MARCH 1952 issue. Price 10c per copy. No similarity between any of the names, characters, persons, and/or institutions appearing in this magazine with those of any living or dead person or institution is intended, and any such similarity which may exist is purely coincidental. Printed in the U. S. A.

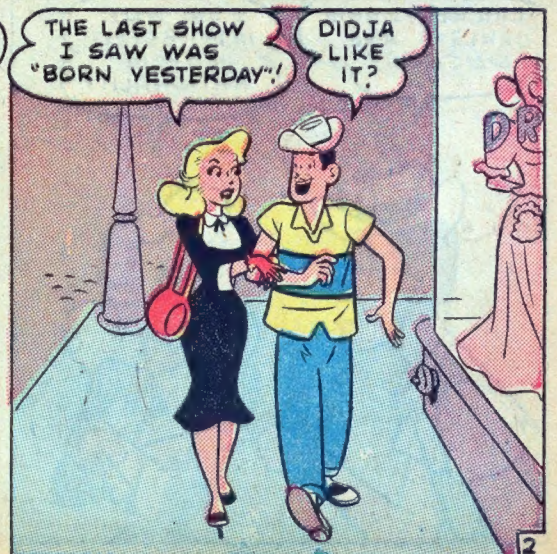
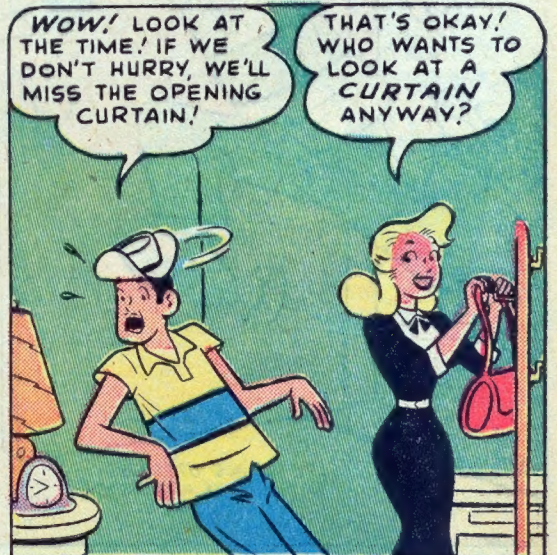
MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

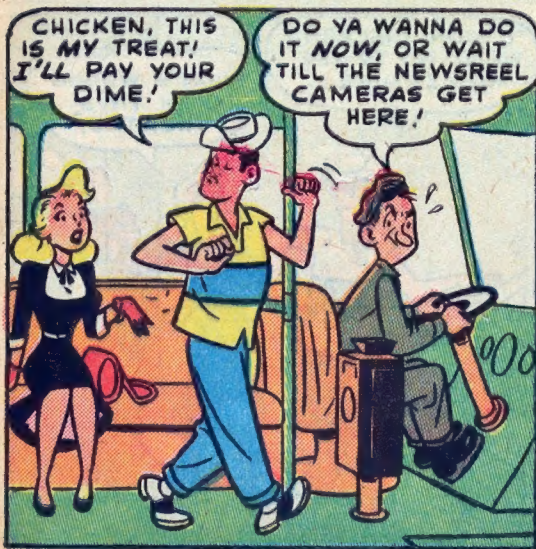
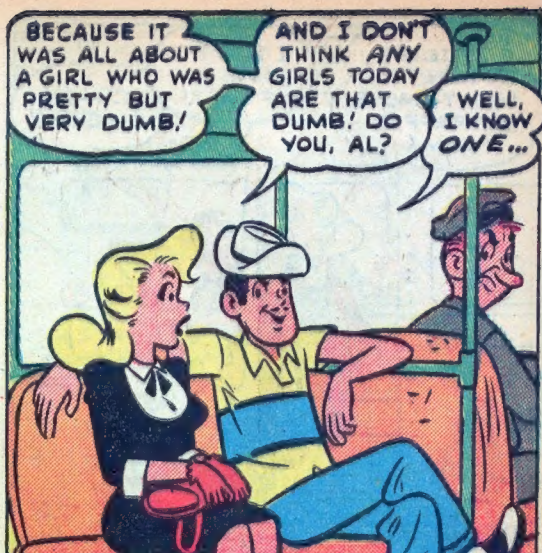
My Friend

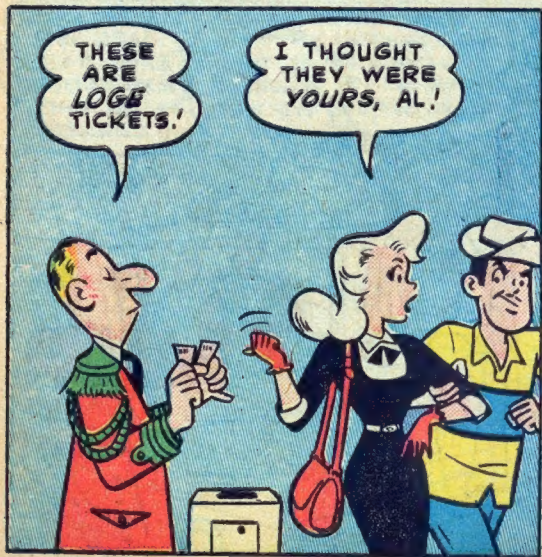
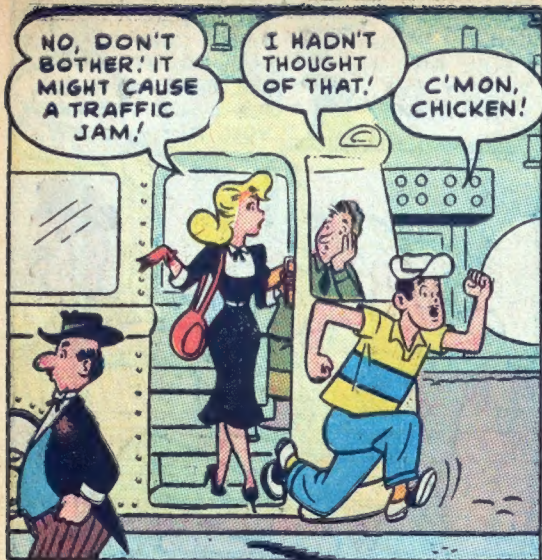
IRMA



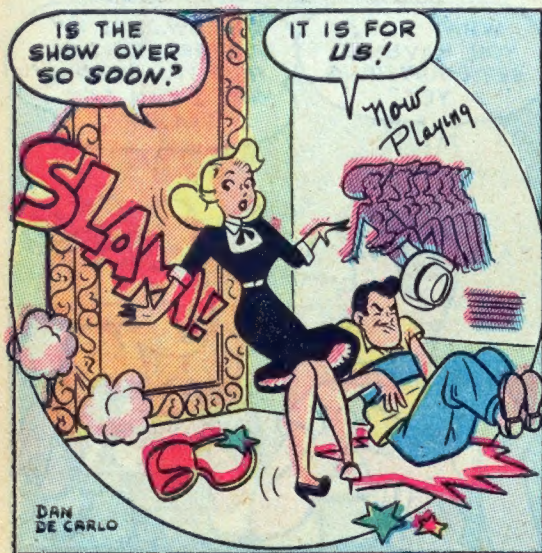
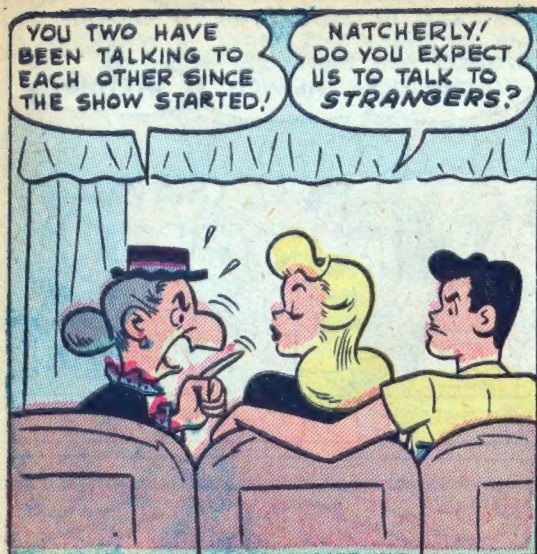
BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD











Meet The Man...

Who Can Tell You How To Lick

PIMPLES

ACNE AND ALL OTHER EXTERNALLY CAUSED
SKIN BLEMISHES And Make Them

DISAPPEAR FROM SIGHT... *instantly!*

Here is Mr. John A. Rubine, Ph.G. — a well-known pharmacist who has spent almost 20 years trying to solve one of the most vexing problems of youth — and adults too — unsightly, acne pimples, blackheads and similar externally caused skin conditions.

They are indeed a serious problem, for nothing can do more to ruin your chances of success and popularity than a face made ugly with pimples and blackheads. And, if neglected, acne pimples may leave permanent scars and pits.

Mr. Rubine, after much experimenting and research in cooperation with doctors and chemists, found what he was seeking — a formula that would lick acne pimples and other externally caused skin blemishes. He succeeded beyond his fondest expectations and he was so proud of his treatment that he gave it his own name — RUBIN-EX.

DOUBLE ACTION! DOUBLE QUICK RESULTS!

The sensational Rubin-Ex treatment works two ways:

A. Makes acne pimples and all other skin blemishes INSTANTLY DISAPPEAR FROM SIGHT.

B. Its medication cleans up pimples, blackheads. When thousands of tiny oil glands discharge more oil than your skin can absorb, the excess oil picks up and holds tiny particles of dust, dirt, grime, grit, bacteria. This foreign matter soon clogs up and enlarges your pores, form blackheads, cause infection and soon you have a fine crop of ugly, red acne pimples.

Rubin-Ex FORMULA #1 is a special cleaning agent that really gets down in the skin pores and thoroughly cleans them out as no soap can. It also removes excess oil thus correcting excessive oiliness in your skin, one of the principal causes of pimples and blackheads.

Rubin-Ex FORMULA #2 is great news. When applied to your face it makes pimples and other unsightly blemishes disappear from sight instantly.

And while it is hiding your ugly blemishes from critical eyes, its medication is actually at work to clean them up. It contains an ingredient that relieves the fiery itching, another to soothe and heal the irritation, and still another which gently and harmlessly flakes off the dead, hard outer skin, leaving your face and complexion much smoother and clearer. You can use Rubin-Ex day and night, for it is neutral when applied and does not interfere with make-up. Makes an excellent powder base.

MR. JOHN A. RUBINE PHG.
SKINTEX CORP.

69-47 218 St., Dept. M.C.1 • Bayside, L. I., N. Y.



HE BLESSES RUBIN-EX! No one can realize the humiliation — almost disgrace — of a face marred by pimples and blackheads. I had them so bad that I felt no one wanted to look at me. Today my pimples are gone — and I bless Rubin-Ex — that did it! — Mr. Bob I.R., Long Island.



LUCKY DAY FOR HER! For years I was embarrassed and ashamed of my pimply face and blotchy complexion. It was a lucky day for me when I was told about Rubin-Ex. My pimples disappeared from sight instantly and my complexion improved 100%. — Miss Jane G.L., Bronx.

HOW YOU MAY TRY RUBIN-EX AT OUR RISK

Mr. Rubine is so sure that his treatment will improve your skin and complexion in just 10 days that he is making this No Risk Offer. He says, "Use Rubin-Ex for 10 days. If you do not notice a marked improvement in your skin and complexion,

if you are not entirely pleased and happy with results, your money will be refunded at once." So start now for a clearer, lovelier skin and complexion, the magic way to popularity and success. Order Rubin-Ex today. MAIL COUPON NOW.

MR. JOHN A. RUBINE PHG.

SKINTEX CORP., 69-47 218 St., Dept M.C.1 Bayside, L. I., N. Y.

Dear Mr. Rubine: Please rush me in plain wrapper complete Rubin-Ex treatment, (Formula #1 and #2). It is understood that if I am not completely satisfied with the improvement in my complexion in just 10 days you will return my money. ☐ Find enclosed \$2. Cash, Check or Money Order. You are to pay all postal charges.

Name _____ CHECK ☐ MALE

Address _____ CHECK ☐ FEMALE

City _____ Zone _____ State _____ COMPLEXION ☐ FAIR ☐ DARK

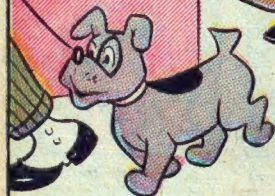
A.P.O.—F.P.O. Canada or Foreign Countries—Add 50c—No C.O.D.

My Friend

IRMA

PSST, LADY! YA
WANNA BUY A
HOT FUR COAT?

NO, THANK YOU!
I MIGHT BURN
MYSELF!



by
Stan Lee

IRMA'S OUTFIT BY:
MARLENE EAKIN
8313 S. WASHINGTON
WHITTIER, CAL.

9612

HOW ABOUT A NICE
GOLD BRICK?

YA CAN HAVE
IT FOR A
SONG!

ISN'T THAT A
SHAME? I DON'T
HAVE A SINGLE
SONG WITH ME!

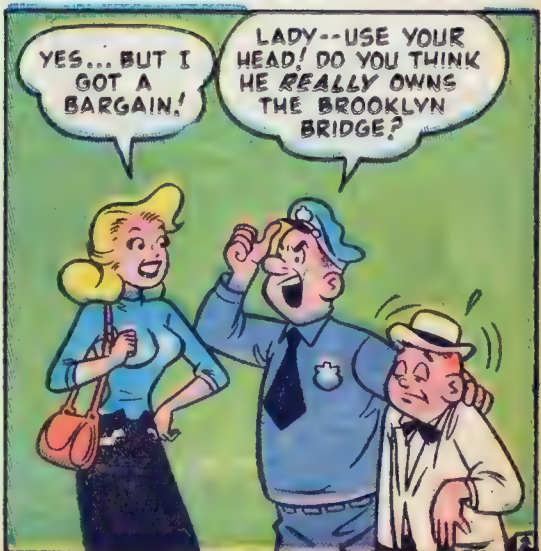
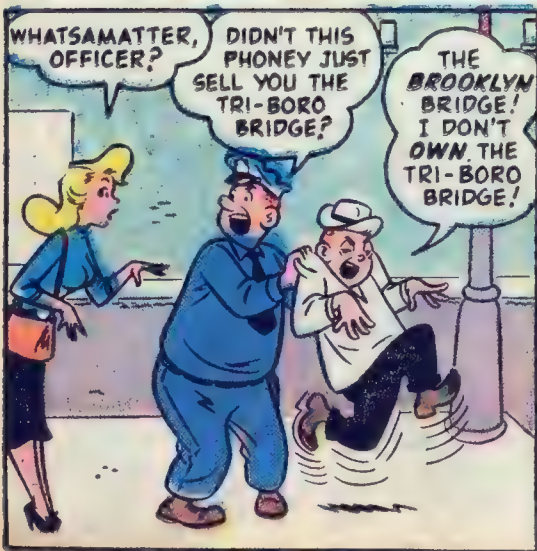
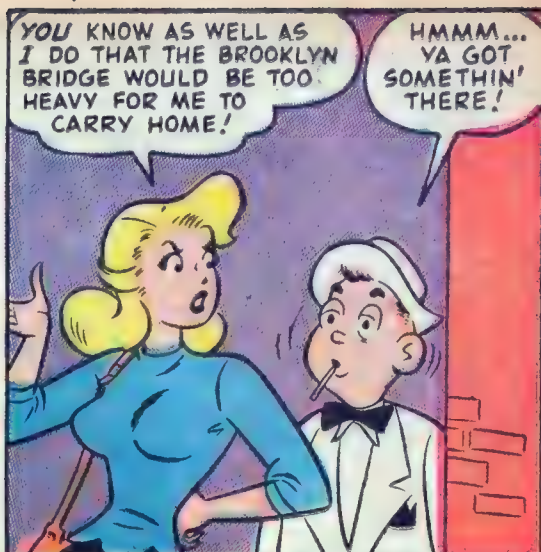
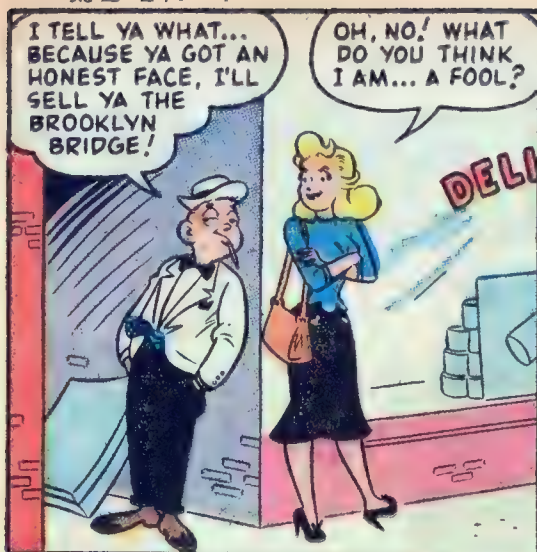


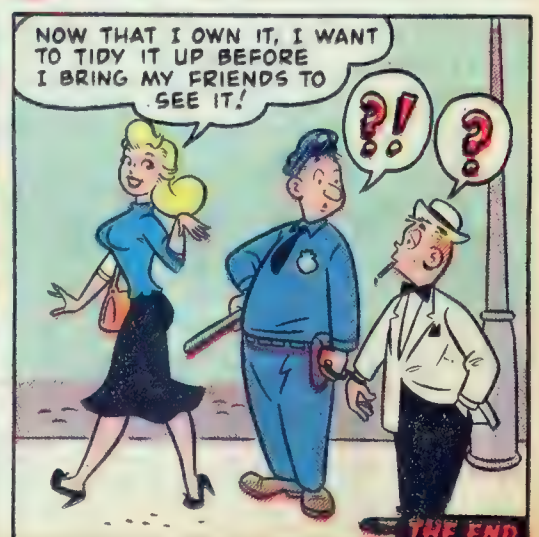
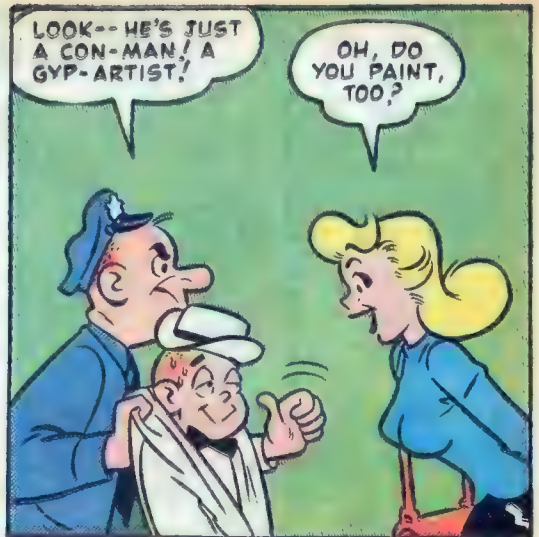
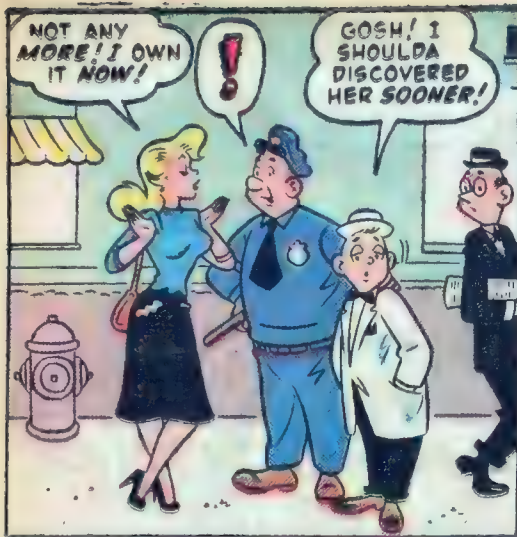
YA DRIVE A
HARD
BARGAIN!

NO, I DON'T! I
HAVEN'T EVEN GOT
A LICENSE!



1

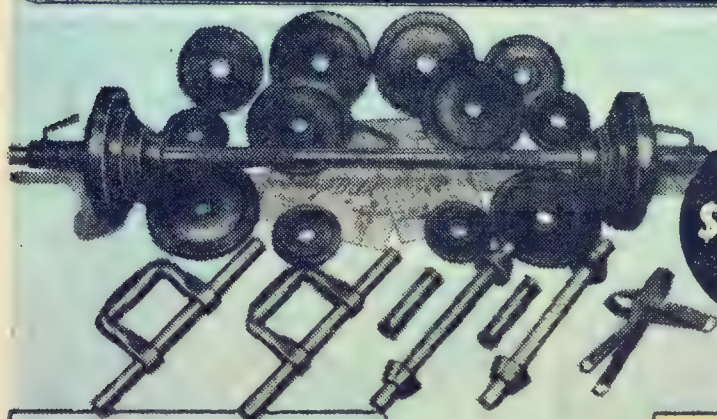




THE PROVED WAY TO BUILD MUSCLES OF STEEL!

Barbell training—that's the answer! No other type of exercise can build your muscles bigger or faster than the correct use of barbells. Thousands and thousands of young men all over the country are finding that barbell exercise gives them magnificent physiques in a few short weeks. You, too, can be powerful, can build muscles of steel. Try the PROVED way to gain massive strength and a dynamic body. Order your "BODY-BILD" Barbells now—the equipment used by many champions!

"BODY-BILD" SPECIAL 41-PC. BARBELL SET



**ONLY
\$23.95**

Special 115-Lb.
Barbell Set

GIVEN! Picture Book of Instructions

This wonderful, picture book of instructions guides you every step of the way. The pictures show you—the instructions tell you—what to do and how to do it. Want muscles and a gain in weight? The answer is in the instruction book. Want to reduce, get build bulging muscles? Just follow the book's instructions. This Picture Book of progressive exercises is given with every order.

Other "Body-Bild" Barbell Sets As Low As \$12.95

| | |
|------------------------|---------|
| 1. 30 lb. Dumbbell Set | \$ 8.95 |
| 2. 30 lb. Barbell Set | 12.95 |
| 3. 70 lb. Barbell Set | 16.95 |
| 4. 100 lb. Barbell Set | 20.95 |
| 5. 110 lb. Barbell Set | 22.95 |
| 6. 160 lb. Barbell Set | 31.95 |
| 7. 210 lb. Barbell Set | 41.95 |
| 8. 360 lb. Barbell Set | 69.95 |

"Body-Bild" Special Barbell Set Makes Many Combinations:



BARBELL SET
For power, muscular bulk. You get "BODY-BILD" highest quality construction.



DUMBBELL SET
To add inches of muscle to your body. "BODY-BILD" means highest quality equipment.



SWING BELL OUTFIT
For upper torso development. Gain vigor and supermuscular feet.



LIFTING SET
By easy stages you reach the point of heavy lifting.



HEADSTRAP OUTFIT
Strengthens the most aching neck.

KETTLEBELL SET
For massive shoulders and chest.

"BODY-BILD" Barbells and Dumbbells are the best made equipment money can buy, at prices that are lower than inferior brands. Wait 'til you see the "BODY-BILD" set you order. You will be overjoyed at the precision finish, the handsome gleaming appearance of each piece. "BODY-BILD" equipment is made to last a lifetime! Caution: due to material supply conditions, prices quoted in this ad are subject to change without notice. Also, curtailment of metal will cut down on our production of sets. So, order now while prices are low and sets are available.

SPECIAL OFFER 41-PC.

115-Lb. BARBELL SET

(shown above) Consists of

- | | |
|---------------------|-------------------|
| 1- 4 ft. steel bar | 2- 14" steel bars |
| 6- Small collars | 2- 3" steel bars |
| 2- Long collars | 2- Kettlebells |
| 2- 10 lb. plates | 2- 7" steel bars |
| 4- 5 lb. plates | 2- 1" steel bars |
| 6- 2 1/2 lb. plates | 1- Headstrap |
| 3- 1 1/2 lb. plates | 1- Wristroller |

All Prices F.O.B. Foundry
Mansfield, Pa.

Dealers' Inquiries Invited

BODY-BILD BARBELL CO., Dept. 903
26 East 46th Street, New York 19

MAIL COUPON TODAY—AND BE ON YOUR WAY TO A DYNAMIC, POWERFUL, MUSCULAR BODY!

BODY-BILD BARBELL CO., Dept. 903
26 East 46th Street, New York 19, N. Y.

Gentlemen: I enclose..... Rush me Body-Bild Set No..... Include my Picture Book of Instructions. (At least 1/3 down payment required with C.O.D. orders. Freight charges to be paid by customer.)

AGE..... WEIGHT..... HEIGHT.....

NAME.....

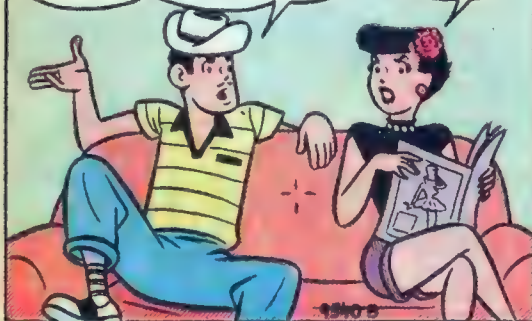
ADDRESS.....

CITY..... Zone..... STATE.....

My Friend **ARMA**

Y'KNOW, JANE... SOMETIMES CHICKEN IS SO DUMB THAT EVEN I CAN'T STAND IT!

IT'S YOUR OWN FAULT!



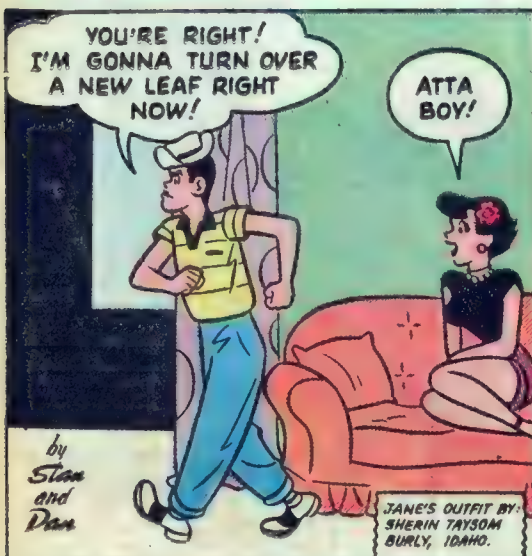
WADDAYA MEAN?

YOU NEVER TRY TO TEACH HER THINGS! YOU NEVER TALK ABOUT ART, MUSIC, OR LITERATURE TO HER!



YOU'RE RIGHT! I'M GONNA TURN OVER A NEW LEAF RIGHT NOW!

ATTA BOY!



I ASKED HER IF SHE EVER READ HEMINGWAY!

YEAH? AND WHAT DID SHE SAY?



LATER...

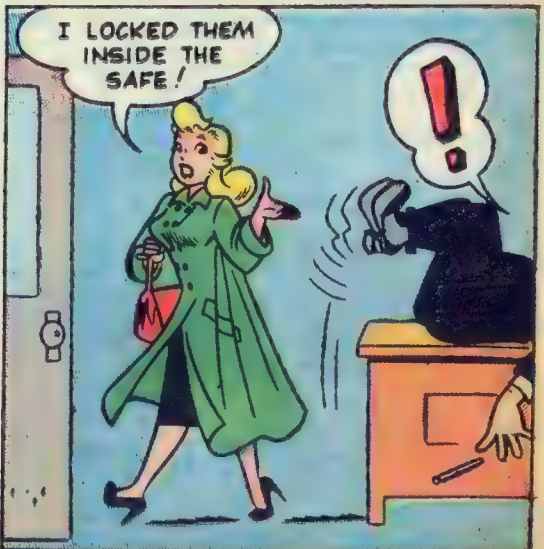
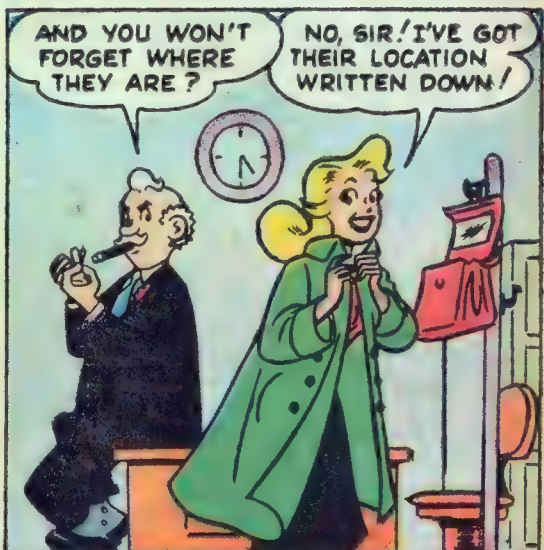
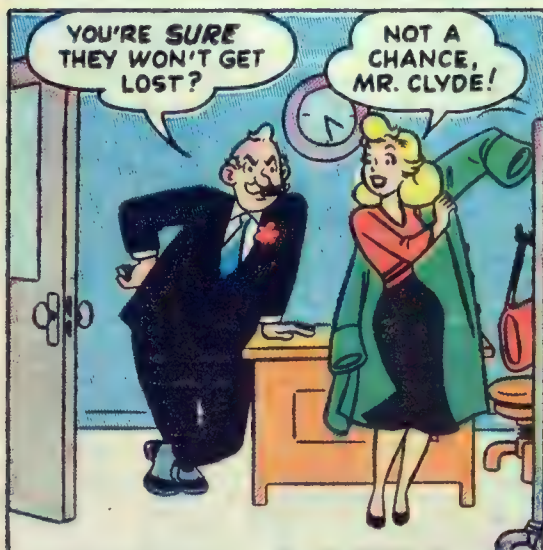
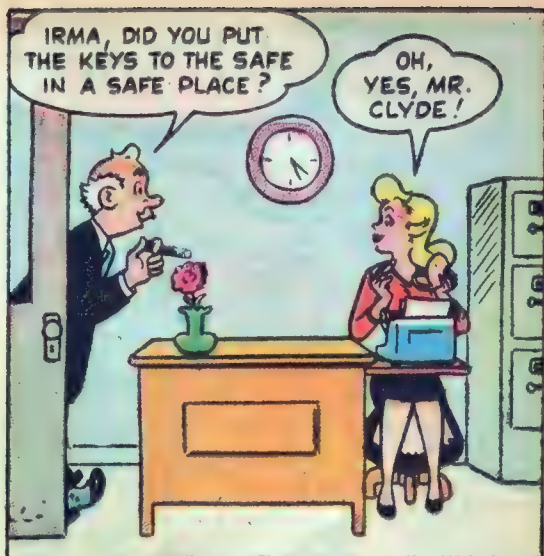
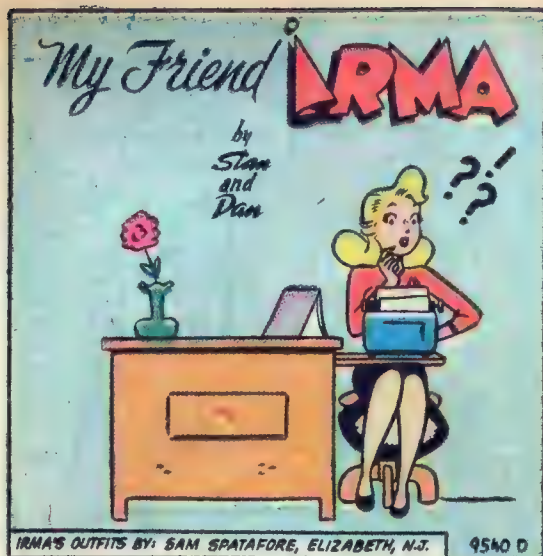
WHATSA MATTER, AL? DIDN'T IT WORK?

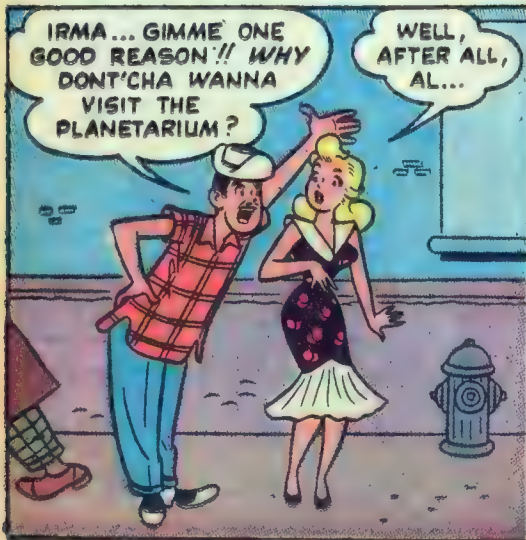
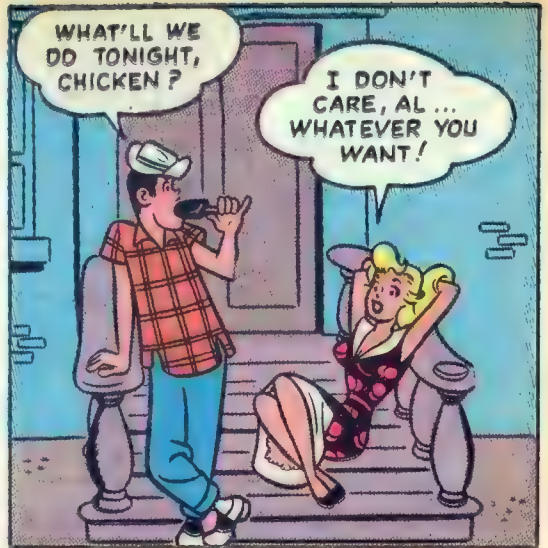
I GIVE UP! I KNOW WHEN I'M LICKED!



SHE WANTED TO KNOW WHO WROTE IT!







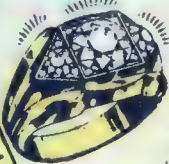
TERRIFIC BARGAINS

**Take your pick...
Try at our risk!**

Select any of these terrific bargains
and write in coupon. Send no money
now! Pay low price shown plus
a few cents postage and tax when
delivered.

10 DAY FREE TRIAL

Then try for 10 full days at our
RISK! Full price back yours if not
thrilled and satisfied. You have nothing
to lose! We take all the risk!
RUSH COUPON NOW!



THE CHAMPION Sure Winner!

Super-special quality! Positively amazing! Really massive and MANLY! Rich 14

Karat GOLD PLATED. Big Pseudo DIAMOND in center flanked by two others! It's the champ of rings 4.19 at a bargain low price.



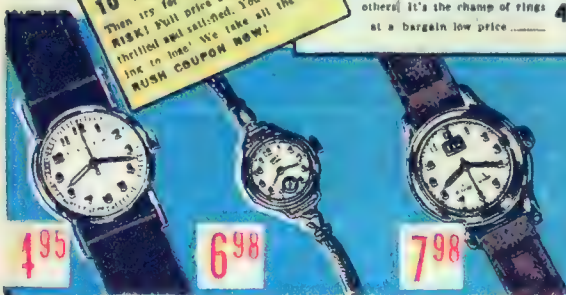
**PULL
TRIGGER!**

GUN

CIGARETTE LIGHTER

Pull the trigger, and BANG—your cigarette is lit! Perfect replica of a deathly pistol. Looks so real it sure scares them! Rugged METAL construction, enduring CHROME finish. Fully AUTOMATIC—a sure fire lighter, made to give years of thrilling satisfaction. Our special REDUCED price to you, only

1.98



4.95

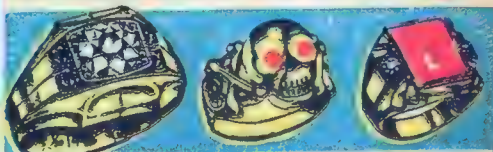
6.98

7.98

Smart SWISS Watch
A sturdy, accurate, handsome watch for men and boys. Central sweep second hand. Luminous numbers. Unbreakable crystal. A real bargain 4.95

Ladies' SPORTEX Watch
Dainty, petite—yet so accurate and sturdy! Swiss jewel movement, unbreakable crystal, luminous dial for night reading. Absolutely guaranteed—money back if not pleased within 10 days. 6.98

New CALENDAR Watch
NOW—the watch that tells the date, hour, minute, second at a glance! Date changes automatically every 24 hours! A handsome, precision watch you'll wear with pride. 7.98 Bargain price



BIG FIVE
Extra heavy ring for big time men. 5 Pseudo Diamonds of great brilliancy set in Natural Gold 3.55 color

SKULL & X-Bones
Amazing — eyes flash weirdly with red glow. Cool plated. Mysterious looking. Big 2.67 value at

"THE ROYALE"
Looks like a fortune! Blazing Ruby-red color stone flanked by 3 Pseudo Diamonds. Last word in manly 3.48 styling. Only

DIRECT-TO-YOU on 10-day FREE Trial!



**SPECIAL
6.95**

Wonder 4-in-1 Stop CHRONOGRAPH

Try to beat this bargain anywhere in the U.S. A 4-in-1 Imported Stop Swiss CHRONOGRAPH and Wrist Watch combined! Best of all, you can try it for 10 full days at our risk!

IT — WONDER FEATURES — IT

It's a tachometer, telemeter, DOUBLE Push Button STOP watch. It measures SPEED as well as DISTANCE of horse and auto races, sports, planes, boats, moving objects. Actually has SPLIT-SECOND calibration, unbreakable crystal, sweep-second hand, luminous numerals & hands, sturdy SHOCK-RESIST case. Everyone wants one — students, soldiers, sailors, aviators, race fans, sportsmen, photographers, engineers and all active men. A wonderful timekeeper! UNLIMITED GUARANTEE EXCLUSIVE OF PARTS! Never a charge for skilled labor. Price with full instructions 6.95 & gift case

Glamour WEDDING Rings



Very beautiful and impressive! These perfectly matched Engagement and Wedding rings resemble Diamond and White Gold sets selling for \$100.00 and more! The gift of a lifetime! Satisfaction guaranteed or full price back quick! Special 2.50 sale price.



"MAGIC" WEATHER ROSE

Amazing! Beautiful art flower! Magic! Rose in glass! Weather changes by its color! RED red color! cloudy weather BLUE, for weather, and LAVENDER, a change coming! Place near window — Very decorative! Complete with flower pot 1.00



Super-Power Field Glasses

UNHEARD OF VALUE! Extra BIG size SUPER-POWER Field Glasses, streamlined design, rugged all-metal construction, automatic distance control, carrying strap and POWERFUL ground lens! Distant people, objects, mountains, wild animals, sports, etc., appear as if only inches or yards away. You'd expect to pay MANY times our sensation 2.94 ally low price of

Send NO money!

CONSUMERS MART, Dept. 99-C
131 West 33rd Street, New York 1, N. Y.

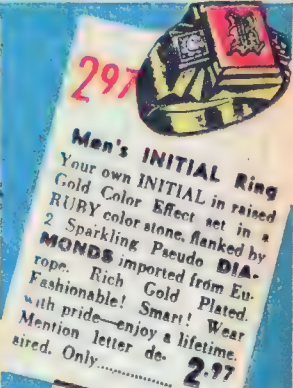
Write articles desired on lines below. Pay price shown plus a few cents postage and excise tax on delivery. Then TRY 10 DAYS FREE! You take no risk—FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!

Name _____

Address _____

City _____

State _____



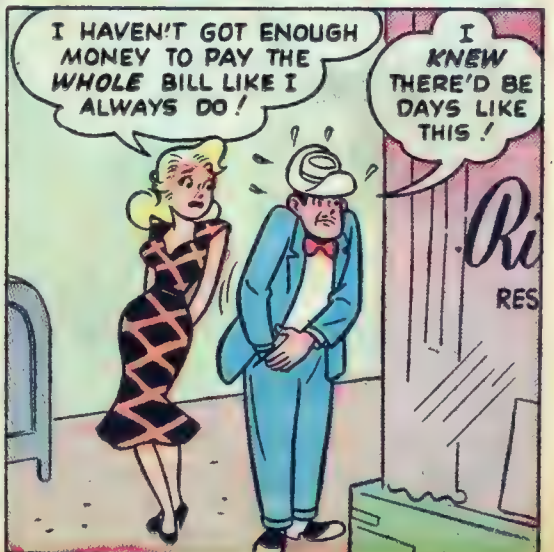
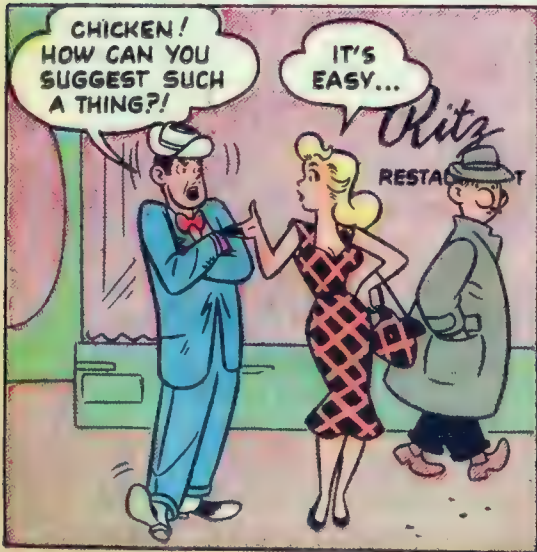
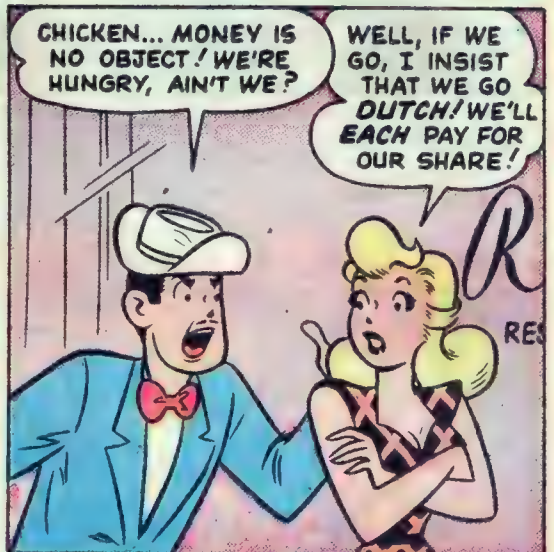
2.97

Men's INITIAL Ring
Your own INITIAL in raised Gold Color Effect set in a RUBY color stone, flanked by 2 Sparkling Pseudo DIAMONDS imported from Europe. Rich Gold Plated. Fashionable! Smart! Wear with pride—enjoy a lifetime. Mention letter desired. Only 2.97



**ETERNAL
LOVE
WEDDING
SET**

Something special and very pretty! Lines—12 Sparkling Pseudo DIAMONDS Imported from Europe, set in a gorgeous KAT GOLD color, exclusively designed. Your price for both—4.48, yet they look like \$750.00 and more! They sparkle a 1000 rays of light! They sparkle a LIFE-TIME! Try at our risk! Price back quick if not thrilled! RUSH COU- PONI!

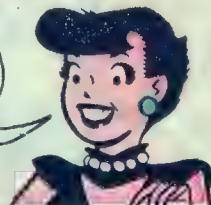


HI, FRIENDS! I THINK IT'S SILLY TO USE WORMS TO CATCH FISH! HOW CAN A LITTLE WORM CATCH A BIG FISH? AL SAID I'M NOT A REAL FISHERMAN! I TOLD HIM NATCHERLY, ANYBODY CAN SEE I'M A **WOMAN**! BESIDES, I DON'T WANNA CATCH FISH WITH AL... HE MIGHT THROW ONE TOO HARD AND I'LL **MISS** IT!

IRMA'S

DEPT. OF UTTER CONFUSION!

THE LAST TIME IRMA WENT FISHING, SHE USED A TIN CAN FOR BAIT! SHE SAID SHE WANTED TO CATCH SARDINES!



THIS MONTH'S WINNING IRMA-ISM:

IRMA: "I WANT TO BUY A CHICKEN!"
FARMER: "DO YOU WANT A PULLET?"
IRMA: "GOODNESS, NO, I'LL CARRY IT!"

SENT IN BY: LOIS ANNE DOSS
ALEXANDRIA, LA.

OTHER IRMA-ISM WINNERS:

DOTTY BATCHELDER
W. MEDFORD, MASS.

HELEN JEAN COX
SIX MILE RUN, PA.

EZRA ARANOFF
CHICAGO, ILL.

DIANE LUND
N. HOLLYWOOD, CALIF.

ANNE MACNEIL
BRIGHTON, MASS.

LAURA CROSKY
COPLEY, OHIO

JUDY BAUMGARDNER
ASHVILLE, N.C.

DONNA RUKSTALIS
OIL CITY, PA.

JUDY HATCH
ANN ARBOR, MICH.

JANIE KERR
WICHITA, KANSAS

POSE AND COSTUME
BY: KAREN THOMPSON
721 ALCATRAZ AVE.
OAKLAND, CALIF.

ANOTHER WINNING IRMA-ISM:

AL: "CHICKEN, YOU'VE BEEN
CLEANING THAT BLACK
BOARD FOR HOURS!"
IRMA: "YES, I KNOW, BUT IT
KEEPS GETTING BLACKER!"
AND BLACKER!"

SENT IN BY:
MARY MELTON
SULPHUR SPRINGS,
ILLINOIS

C'MON, KIDS,
LET'S SEE SOME
MORE OF THOSE
IRMA-ISMS! MAYBE
YOU'LL BE THE
NEXT WINNER!

VY ARE YOU
RUNNINK,
MRS. O'REILLY?
IRMA SAYS HE
HAS A
FRIENDLY-
LOOKINK
AIR!

YEAH... AND YOU'LL
BE GETTIN'
WIND OF IT IN
A MINNIT!

SEND YOUR
IRMA-ISMS TO:
CONTEST EDITOR,
MY FRIEND IRMA
SUITE 1404, 350 5TH AVE.
NEW YORK 1, NEW YORK
AND ENCLOSE THIS COUPON:
MY NAME IS _____
ADDRESS _____
CITY AND STATE _____
AGE _____

IRMA'S FASHIONS

AL ALWAYS SAYS
HE LIKES MY
TASTE IN
CLOTHES... BUT
THAT'S SILLY...

... BECAUSE
WHO EATS
CLOTHES??

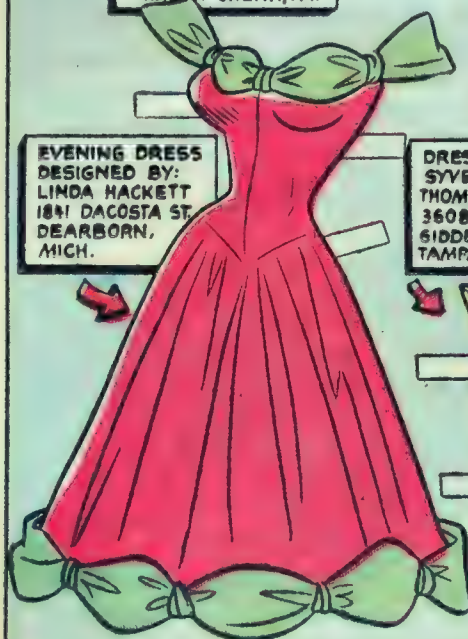


POSE AND
BIKINI BATHING
SUIT DESIGNED BY:
JEAN ANN DYORAK
13 PARK ST.
LITTLE FERRY, N.J.

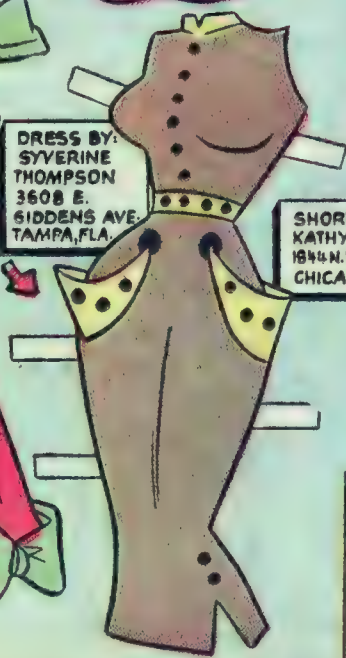


THIS DRESS BY:
KATHERINE
WALAKOVITS
8 S. THIRO ST.
COPLAY, PA.

AFTERNOON SUIT BY:
DEANNA MORGAN
68 BROADWAY
MAUCH CHUNK, PA.



EVENING DRESS
DESIGNED BY:
LINDA HACKETT
1841 DACOSTA ST.
DEARBORN,
MICH.



DRESS BY:
SYVERINE
THOMPSON
3608 E.
GIDDENS AVE.
TAMPA, FLA.



SHORTS BY:
KATHY IWICKI
1844 N. WINCHESTER
CHICAGO, ILL.

BECOME A MEMBER OF
IRMA'S FASHION CLUB!

SEND YOUR NEW FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
SUITE 1404
350 5TH AVE.
NEW YORK (1) N.Y.

EVERY ROMANCE HAS PITFALLS. AVOID DISAPPOINTMENT, HEARTBREAK. SAVE YOURSELF LOTS OF TRAGEDY. DON'T BE A FAUX PAS. FOR winning strategy, read *HOW TO GET ALONG WITH GIRLS* or *HOW TO GET ALONG WITH BOYS*. Put psychology to work—no more clumsy mistakes for you with these amazing handbooks!



IT'S EASY TO WIN SOMEONE When You Know How!

READ FOR YOURSELF

How To Interest Someone in You
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109 Broad St., New York 4, N. Y.

Send the book checked below. I'll pay postman 98¢ plus postage. If not delighted, I may return it in 10 days for refund.

- ☐ How To Get Along With Girls
☐ How To Get Along With Boys

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Check here if you enclose 98¢ and we pay postage. Same refund offer holds.

PLAZA BOOK CO., 109 Broad St., N.Y.C. 4

PARTIAL CONTENTS

- How to "Break the Ice"
- How to Make Everyday Events Sound Interesting
- How to Make Your Sweetheart Write More Often
- How to Express Your Love
- How to Make (or Break) a Date
- How to Acknowledge a Gift
- How to "Make Up"
- How to Say "Those Little Things"
- How to Assure Him (or Her) of Your Faithfulness
- How to Make Him (or Her) Miss You
- How to Propose by Letter



98¢

HOW TO
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LOVE
LETTERS

WRITE Thrilling LOVE LETTERS

No longer need your letters be dry, awkward or uninteresting. *HOW TO WRITE LOVE LETTERS* is a complete book that shows you how everyday things can sound thrilling. It helps you to express your personality in every letter you write. This new book contains dozens of actual sample letters that show you just how to write love letters from beginning to end.

PLAZA BOOK COMPANY Dept. L 44 B
109 Broad Street
New York 4, N. Y.

Send book "How to Write Love Letters." in plain wrapper on your Money-Back Offer. If not delighted with results, I may return this purchase in 10 days and price will be refunded.

- ☐ Send C.O.D. I will pay postman 98¢ plus postage.
☐ I enclose 98¢—send postpaid.

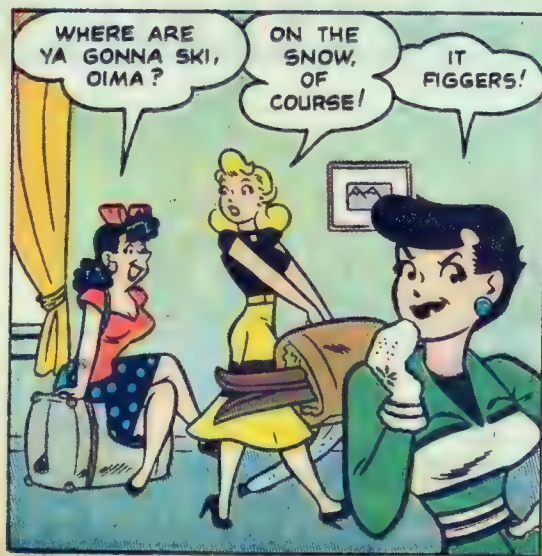
Name _____

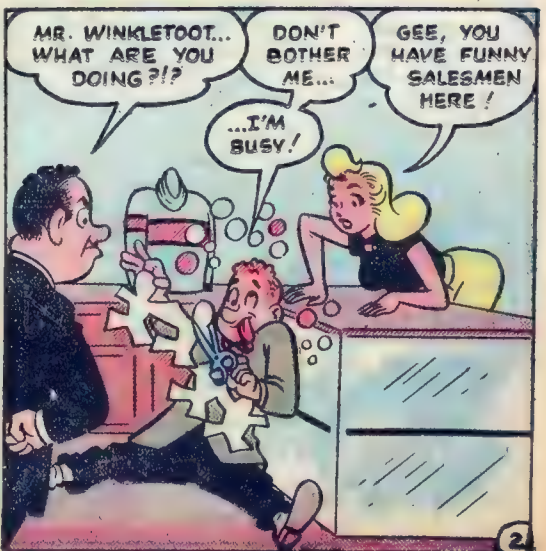
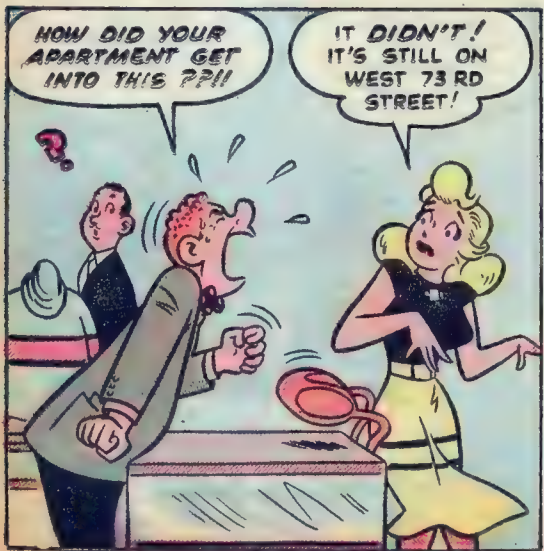
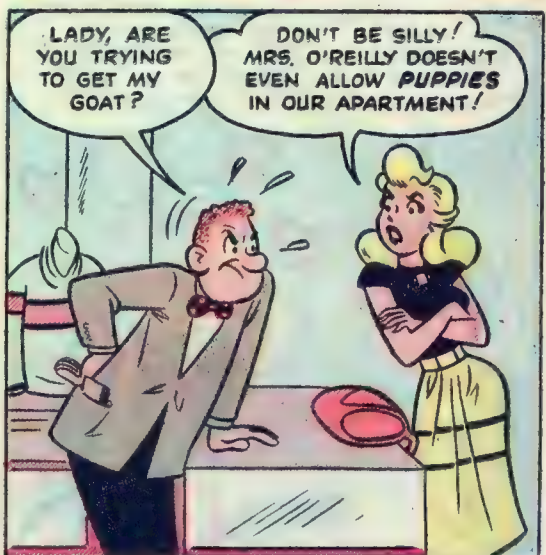
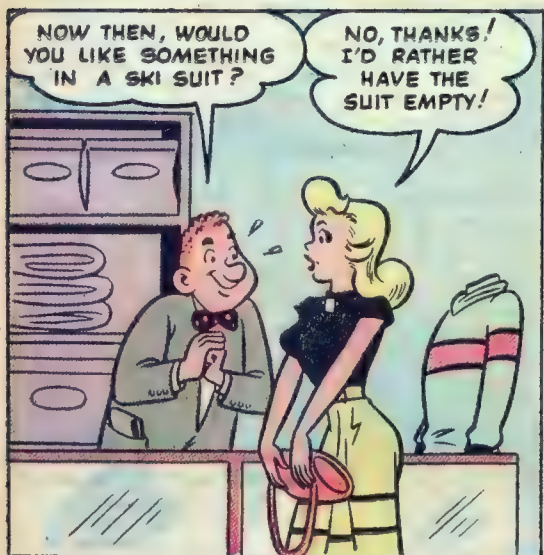
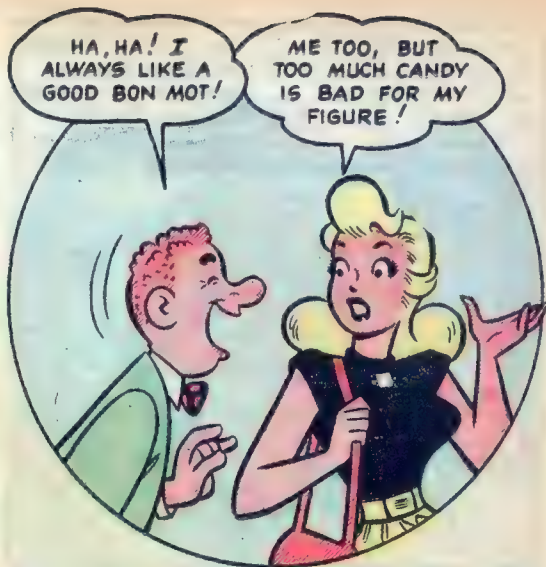
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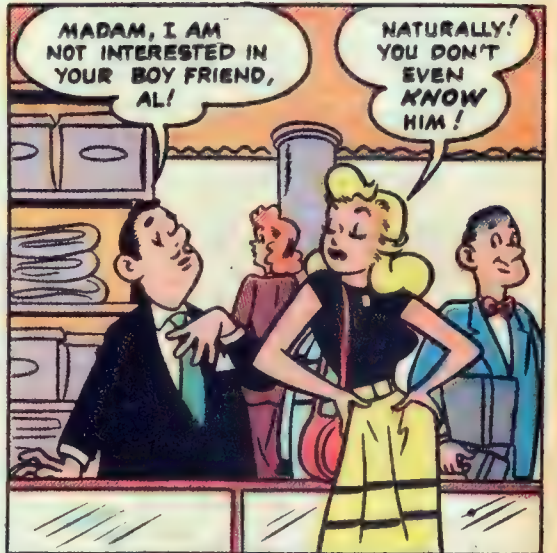
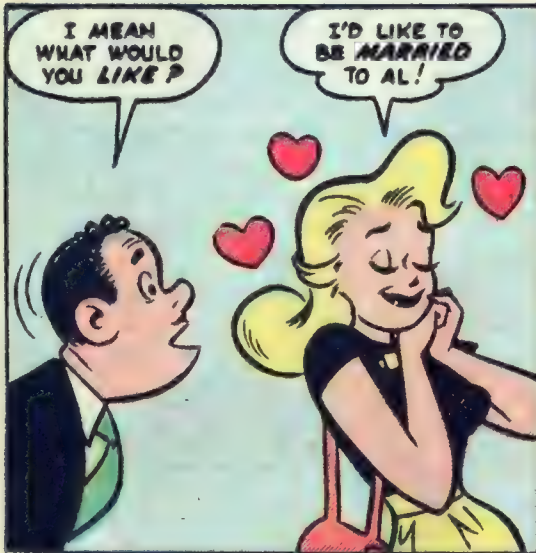
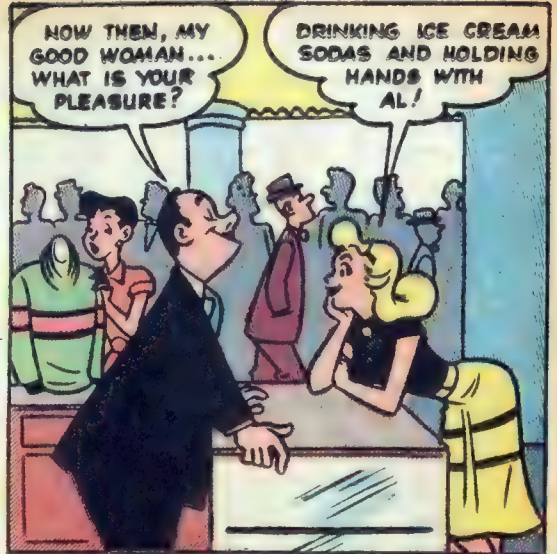
City _____ Zone _____ State _____

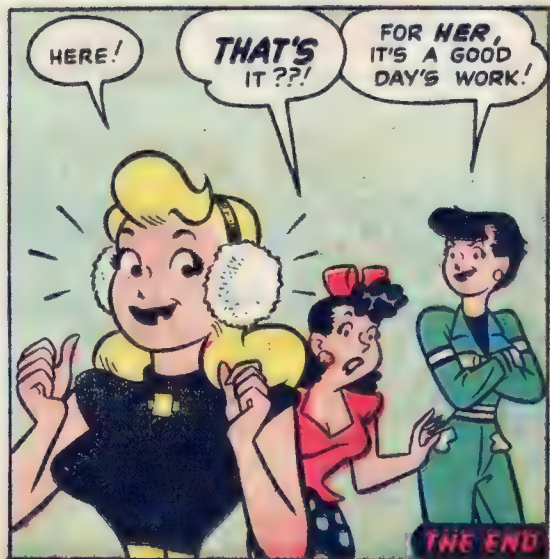
Canada and Foreign—\$1.25 with order

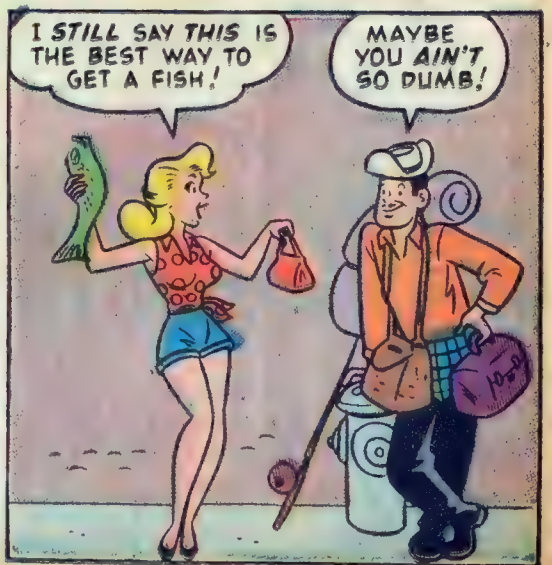
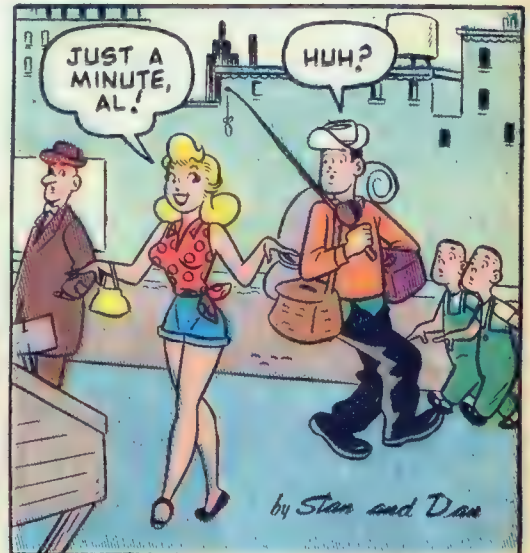
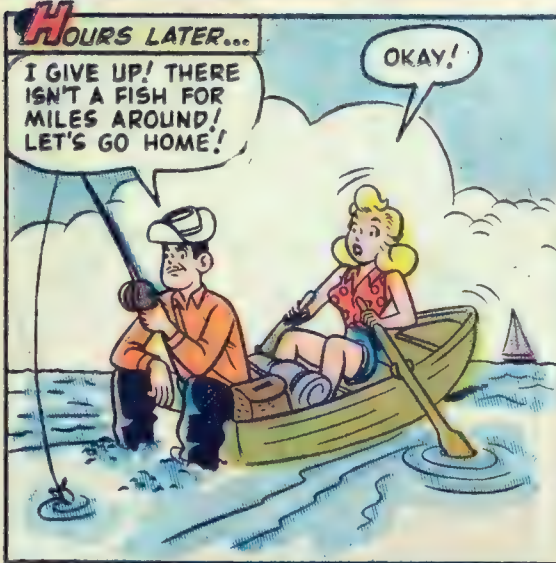
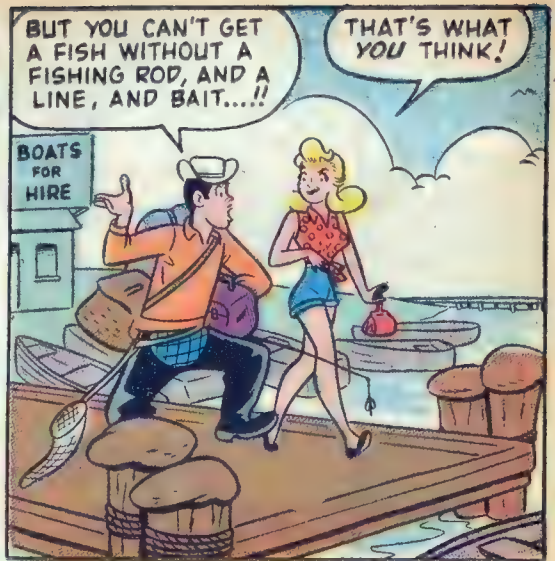
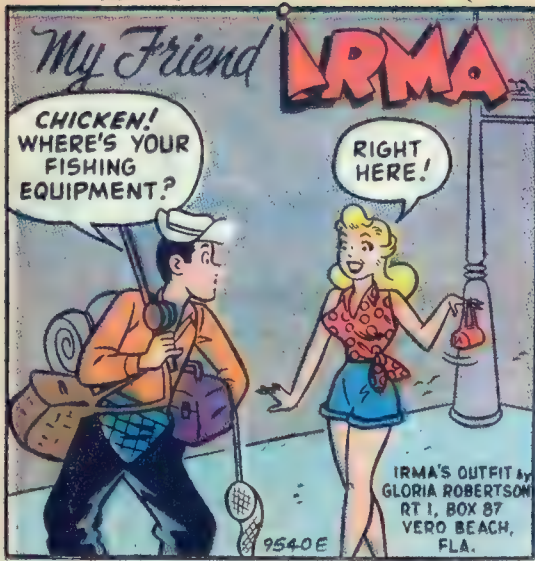
My Friend IRMA



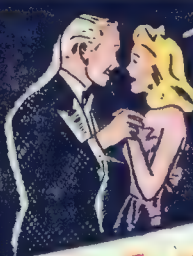








**LEARN
TO
DANCE
IN
5 DAYS
OR
PAY
NOTHING!**



**RHUMBA!
SAMBA!**



SQUARE DANCES!

It's Easy to Learn DANCING!



SIXTEEN AMAZING DANCE COURSES!

"Dancing" was written by Betty Lee, one of America's foremost dancing authorities. It contains 16 complete dance courses, each worth as much as you pay for the entire book! It will help you learn all dance steps including Rhumba, Samba, Jitterbug and Fox Trot and 12 others!

HAVE MORE FUN!

Study the chart and see how this exciting book can help you become a smooth dancer! Just fill in coupon and "Dancing" will promptly be sent to you by return mail in plain wrapper.

BE MORE POPULAR!

What happens to you when everyone starts to dance? Do you join the fun... or do you sit and watch alone? NOW—thanks to this unusual dance book, you'll find it much easier to learn to dance and be popular! Your friends will be amazed and surprised when they see you do the latest dance steps with ease. This book is written clearly, simply and is full of easy-to-follow illustrations. And you learn in the privacy of your home!

FOX TROT—RHUMBA—SAMBA

This amazing book includes instructions for COUNTRY DANCES... and shows you how to Call SQUARE DANCES!

TEST IT 5 DAYS!



If You Can Do This Step—You Can Dance to 5 Steps!

Here's how this exciting book can help you become a smooth dancer. It's full of easy-to-follow diagrams and instructions.

MAIL COUPON TODAY

PIONEER PUBLICATIONS INC., DEPT. 834H—1790 Broadway, New York 19, N. Y.

Please rush my copy of "Dancing" in plain wrapper. If I am not completely satisfied, I'll return book in 5 days and get my \$1.98 back.

☐ Send C.O.D. I'll pay postman \$1.98 plus postage.

☐ I enclose \$1.98. You pay postage.

Name

Address

City State

500 STAMPS FOR ONLY 10c

INCLUDES STAMPS CATALOGUING UP TO 25c EACH! ALSO APPROVALS

MYSTIC STAMP COMPANY

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307 ALL DIFFERENT 15c

A beautiful collection of commemoratives, triangles, high values, bi-colored stamps, etc. Only 15c.

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500 Exotic Japan 10c!

KENMORE, Richford J-72, Vermont

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All Diff. to Approval Applicants

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Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers.

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★ FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS.

Full particulars with approvals. Write today.

3c Postage please.

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Columbians, Trans Mississippi, Pan-American, Pan Pacific and ten different other commems. All for 10c with your request for U.S. approvals.

Made Stamps. Box 311 Church St. Annex, N. Y. 8

STAMP COLLECTING OUTFIT

A packet of stamps from all parts of world. A package of stamp hinged perforation scales and millimeter scale; watermark detector. Everything ONLY 10c to approval buyers.

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FREE PRESIDENTIAL SET TO 5 FAMOUS AMERICAN SET

FLAG SET—PARK SET

A total of 90 U.S. stamps FREE to our takers of our U.S. and Foreign approvals

Send 3c NOW for 15 of the above plus per illustrations.

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Stamps from Cochins, Oceania, Cameroun, Malta, Cyprus, etc. To Approval Buyers

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Complete set Royal Visit, Coronation, Jubilee, New George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 1c to approval applicants.

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Madagascar, Martinique, Turkey, Ecuador, Cuba, Somali Coast, Tri-color Beauty, Warrior, Tropical Girl, Crescent, World's Fair, 19th Century Antique, All Minis! Approvals. Send 3c for postage.

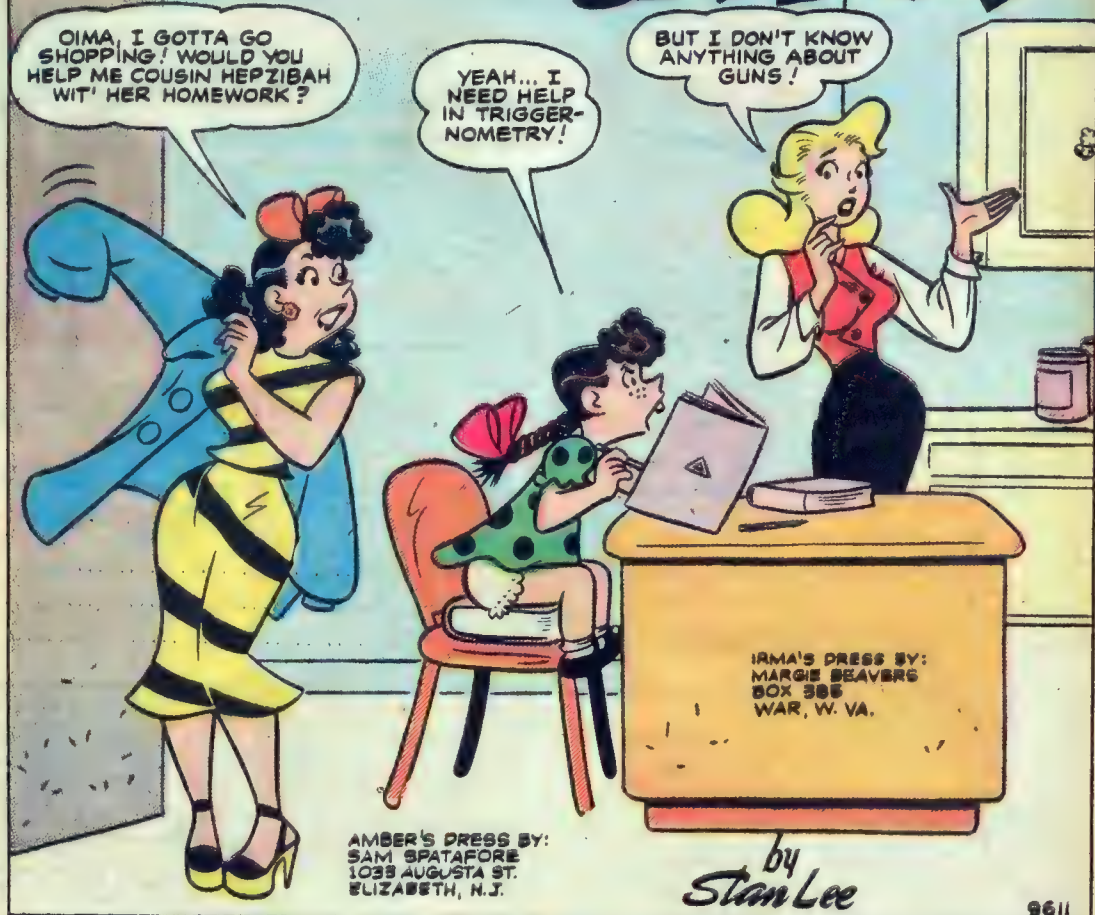
Bills Stamp Service, Box 55 Mt. Triboro Sta., New York 35, N. Y.

25 GENUINE ALL DIFFERENT SWITZERLAND

given to anyone sending for approvals

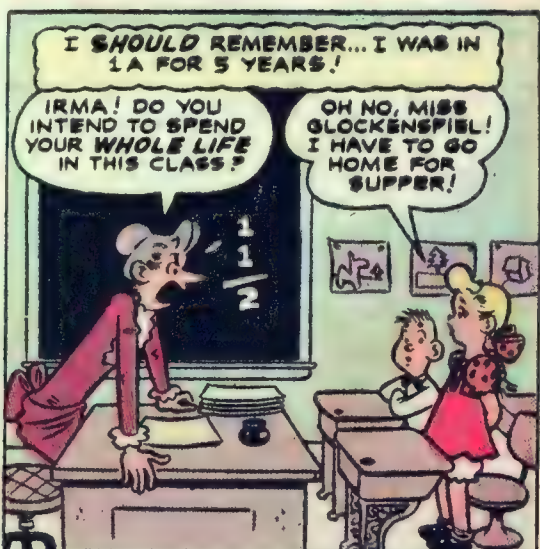
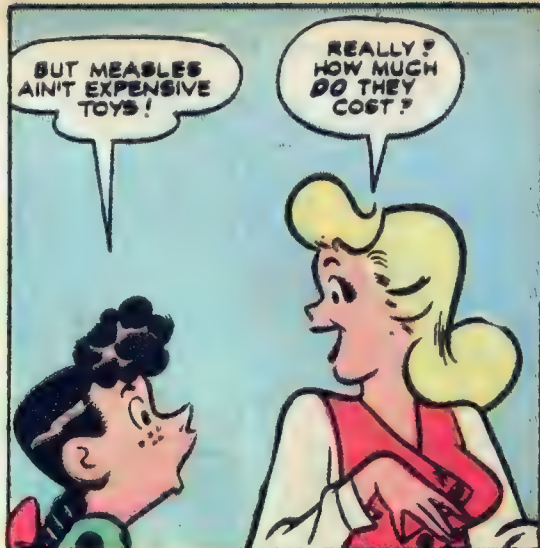
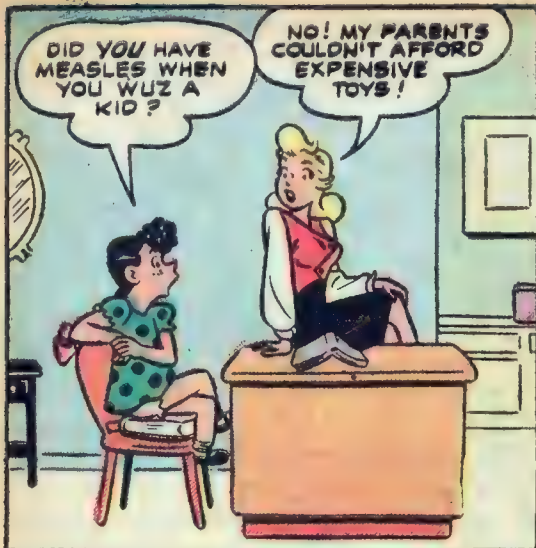
HIGHLAND Box 134 San Gabriel, Calif.

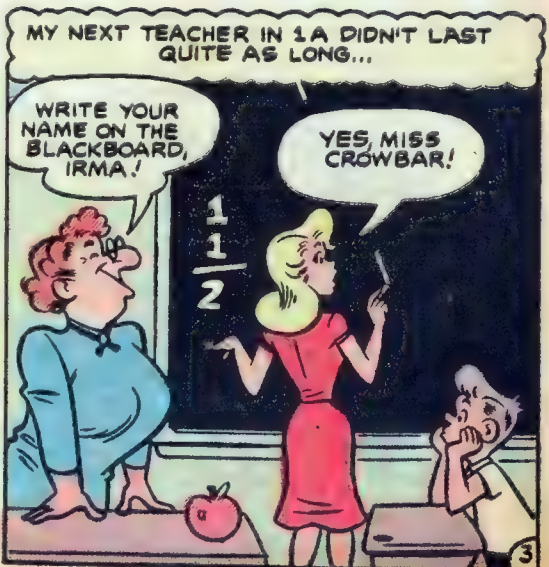
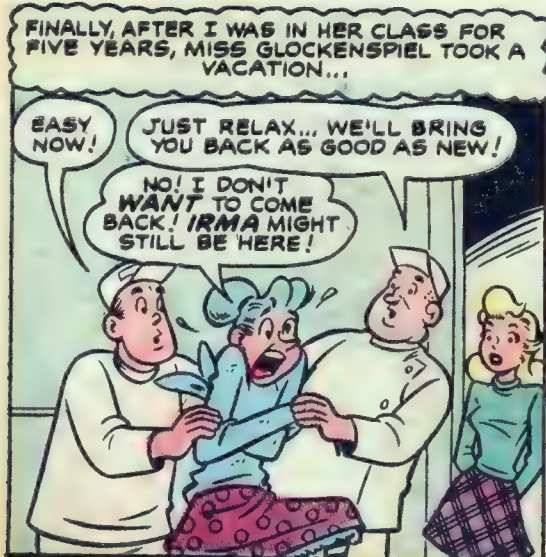
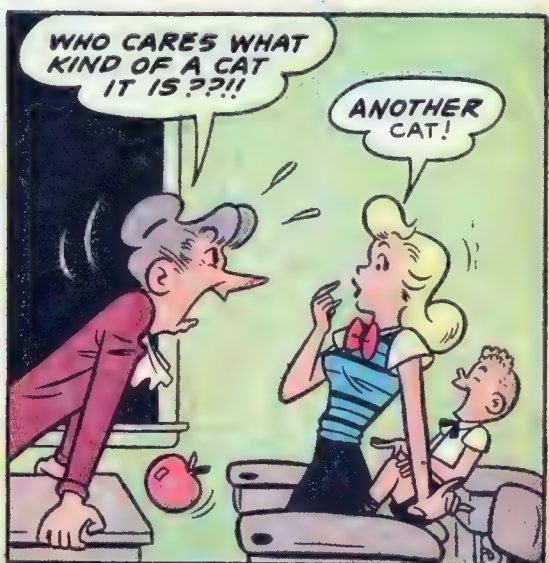
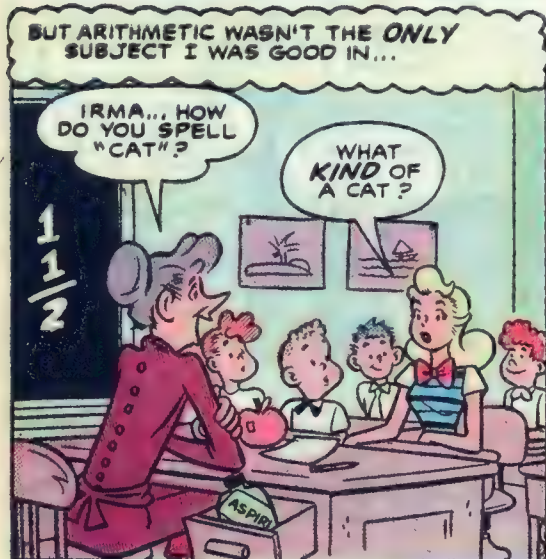
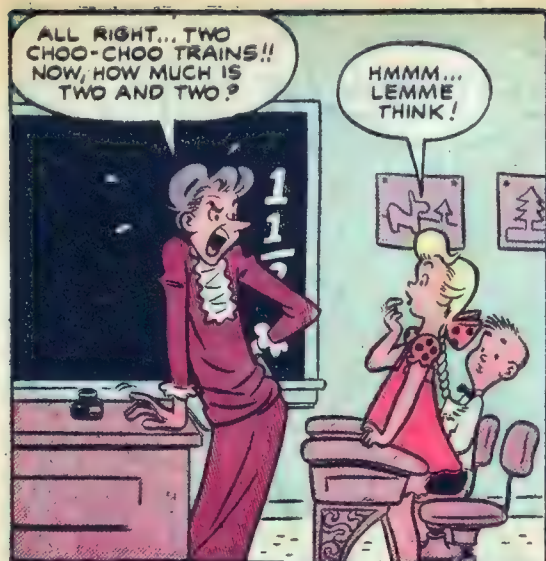
My Friend IRMA

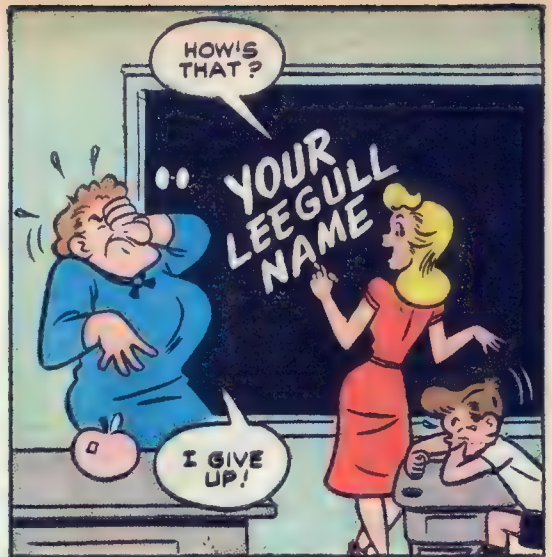
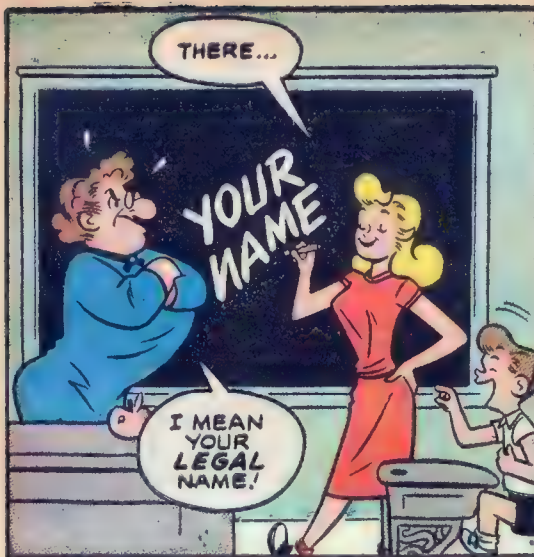


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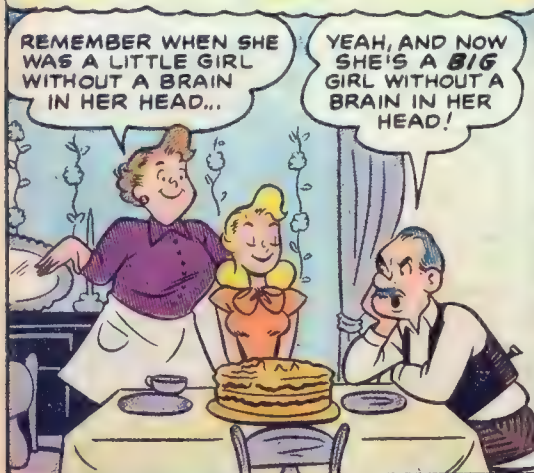




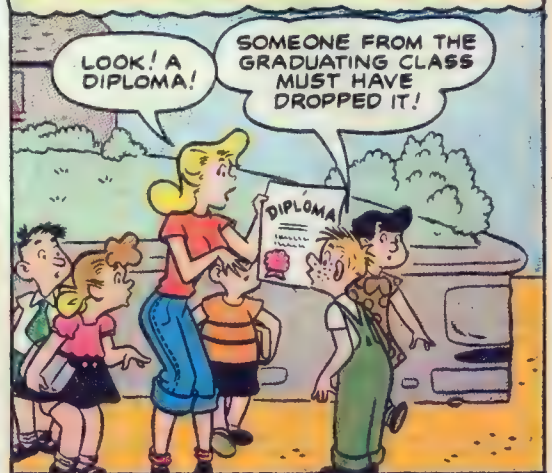


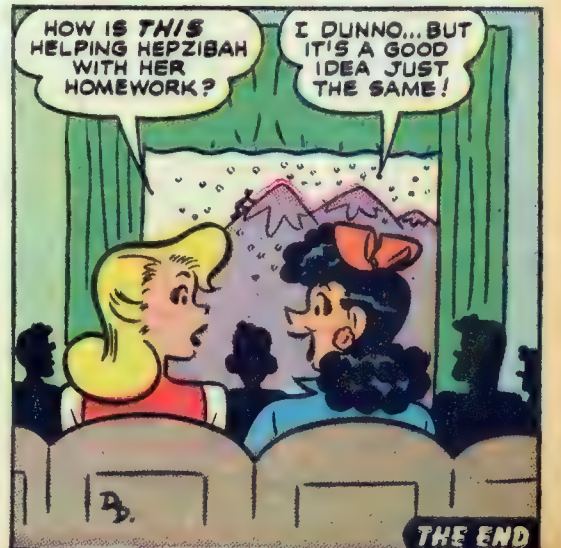
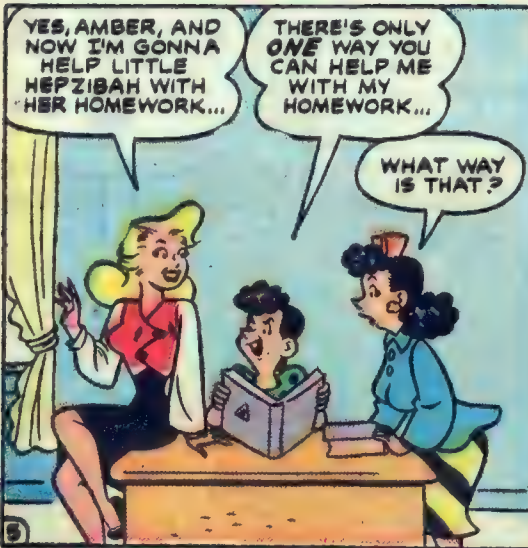
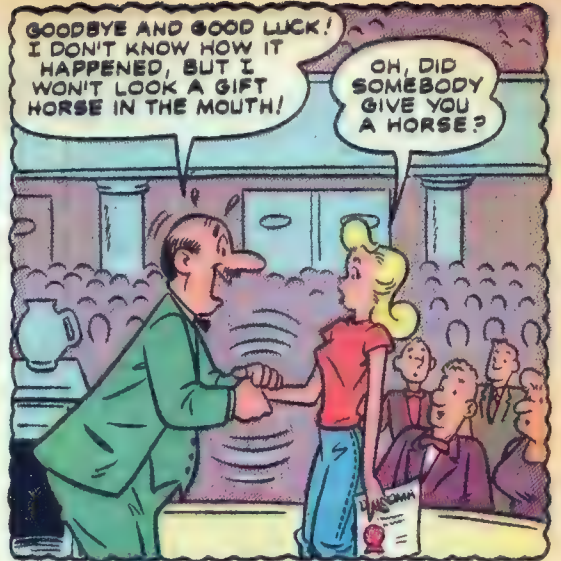
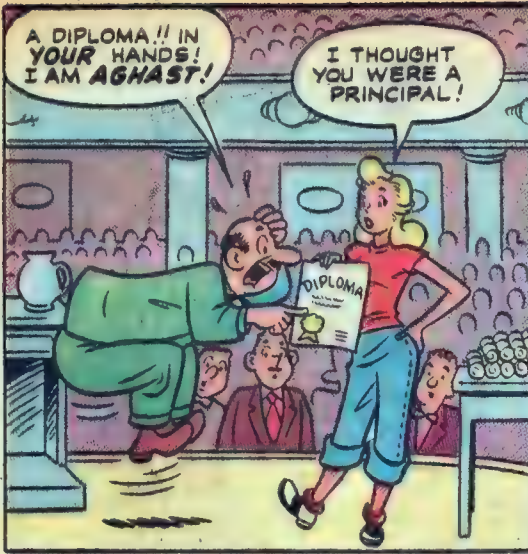


FINALLY, CLASS 1A RAN OUT OF TEACHERS, SO I WAS PROMOTED... MY PARENTS MADE ME A PARTY...



ONE DAY, AS I WAS COMING HOME FROM SCHOOL WITH MY CLASS-MATES, I FOUND SOMETHING IN THE STREET...





Complete 15 Piece "TEXAS RANGER" } All for COWBOY OUTFIT \$1.98

Never Before—Never Again
A
VALUE
LIKE THIS!

You Get
the Entire
COWBOY
or COWGIRL
OUTFIT
All For One
LOW \$1.98
PRICE!

Here's What Each Outfit Contains!

- Genuine Texas Ranger Eye Mask like all cowboys wear.
- Roomy Neckchief, beautifully trimmed in black and white.
- Texas Ranger Vest, complete with Ranger Sheriff's badge and decorated fringes.
- Pair of western-style Arm Cuffs.
- Two replica Six-Shooter Guns, resembling in model those used by all the best cowboy marksmen.
- A pair of attractively decorated Gun Holsters, designed wide and deep to provide ample room to hold six-shooter guns.
- Two beautifully-styled, full width Texas Ranger Chaps. (Cowgirl outfit has two-piece Texas Ranger skirt instead of the chaps.)
- Two handsome Cowboy Boot Taps that come right down over regular shoes to make them look like real western boots.
- 144 inches of cowboy-type Rope.
- Official Member Texas Ranger Pocket Charm with 4-leaf clover design and a real penny encased in a horseshoe.

Sized to fit all ages from 2 to 12

↓ BACK VIEW

MONEY BACK GUARANTEE

We guarantee this to be the greatest Cowboy and Cowgirl Outfit value in America today or you can return in 10 days for refund.

ILLINOIS MERCHANDISE MART, Chicago



"Hi There Pardner!"—Here's that complete 15-piece Texas Ranger Cowboy Outfit you've always wanted... at a price so low it's virtually a giveaway. Easily the greatest value in our history. You get everything you need—not just a suit or skirt—but the entire outfit as pictured—like those you've admired on your favorite cowboy heroes—all for only \$1.98 or 2 outfits for \$3.79. The material will literally "wear like iron." It's finest quality 12-gauge vinyl, so tough that we actually refer to it as "tear-resistant." You don't even have to wash it to keep this material clean. Just wipe with damp cloth and it stays like new each day. Outfit comes to you complete with easy to follow assembling instructions, clearly illustrated to show where each part goes. Here, in fact, is an outfit to thrill every young buckaroo from ages 2 to 12. Parents, too, will get a real thrill when they see how beautiful these Cowboy outfits look as they help their youngsters don them for the first time. But hurry. The supply is limited and this sensational offer may be withdrawn at any time. Rush your order on the handy coupon today to avoid missing out on this great value.

SEND NO MONEY! Rush This Order Coupon!

ILLINOIS MERCHANDISE MART, Dept. 1119
1227 LOVELL AVE., CHICAGO 26, ILLINOIS

Gentlemen: Please send the complete 15-piece Texas Ranger Cowboy Outfit as checked below (\$1.98), plus postage on your 10-day money back guarantee offer.

- | | |
|---|---|
| <input type="checkbox"/> Cowboy Outfit @ \$1.98 | <input type="checkbox"/> Cowgirl Outfit @ \$1.98 |
| <input type="checkbox"/> 2 Cowboy Outfits @ \$3.79 | <input type="checkbox"/> 2 Cowgirl Outfits @ \$3.79 |
| <input type="checkbox"/> 1 Cowboy and 1 Cowgirl Outfit @ \$3.79 | |

Please state age of youngster getting Outfit: _____

NAME: _____

ADDRESS: _____

TOWN: _____

STATE: _____

☐ Enclosed is full amount in advance plus only 10¢ for which you will ship my order as checked above all shipping charges prepaid to my door.

*Mothers-
Housewives-*
HERE'S AN AMAZING
New Plan!

Gorgeous Dresses for You *without* *paying 1¢...*

YOUR CHOICE
OF MORE THAN
100 BEAUTIFUL
NEW STYLES

AND OPPORTUNITY TO EARN UP TO \$7.00 IN A DAY
IN EASY DELIGHTFUL SPARE TIME VISITING!



Washable linen-weave rayon. Crease-resistant—color-fast. Champagne or Creme-de-Menthe.

Delicate green fern painted on white pique sundress and bolero.

Suit perfection in cool, lightweight rayon—Topaz yellow, White, Coral Red, Navy.

No wonder thousands of happy women everywhere are raving about this amazingly, easy plan to get dresses WITHOUT PAYING ONE PENNY! It's so simple! We send you ABSOLUTELY FREE the famous Harford Frocks full color presentation showing more than 100 latest dress styles at LOW, MONEY SAVING PRICES. You show them to friends, neighbors, fellow-workers and members of your family... send in as few as 3 orders... and presto!... you select a dress for yourself, your own style, fabric, and size, and it's yours, without paying even one penny! You can get dress after dress this delightfully easy way, and be doing your friends a big favor, bringing them the very latest fashions at astonishing low prices. Yes... all gorgeous, fine quality fabrics... all sizes, even stouts... and not only dresses, but also lingerie, hosiery, suits, children's wear, etc. You need no experience, and you can do all this in your spare time. Mail the coupon at once for FREE Sample Outfit, and see for yourself.

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Address _____
City _____ State _____
Dress Size _____ Age _____



"Why don't you try to put
Some weight on?"

"Aw, I guess I was just
'naturally-born' skinny!"

BUNK!

NOBODY IS JUST "Naturally"

SKINNY!

Give Me 15 Minutes A Day And I'll
Give YOU A NEW BODY

WOULD you believe it? I "Dynamic Tension" is the easy, was once a skinny 97-pound NATURAL method that you can weaking. People used to laugh at my spindly build. I was ashamed to strip for sports or for a swim. Girls snickered 'at me behind my back. Folks said I was just "naturally-born skinny!"

Then I discovered my marvelous new muscle-building system—"Dynamic Tension." And it turned me into such a complete specimen of MANHOOD that today I hold the title, "THE WORLD'S MOST PERFECTLY DEVELOPED MAN."

WHAT'S MY SECRET?

When you look in the mirror and see a healthy, husky, strapping fellow smiling back at you—then you'll be astonished at how fast "Dynamic Tension" GETS RESULTS!

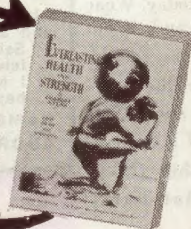
ARE YOU
Skinny and
run down?
Always tired?
Nervous?
Lacking in
Confidence?
Constipated?
Suffering
from bad
breath?
Do you want
to gain weight?
**WHAT TO
DO ABOUT
IT** is told on
this page!

while your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel full of zip, ambition, self-confidence, and new energy!

"Dynamic Tension" Builds You NATURALLY

Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with. You simply utilize the dormant muscle-power in your own body. In a very short time, you'll watch it grow and multiply into real, solid, rippling, LIVE MUSCLE.

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I want the proof that your system of "Dynamic Tension" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name..... Age.....
(Please print or write plainly)

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New Figure Mold Hide-A-Waist

17 Sensational Features Streamline Your Waist -

Hide Bulges

Say "good-bye" to that unbecoming tummy bulge and clumsy waistline . . . AND . . . instead enjoy what you need most for your figure with HIDE-A-WAIST. Wear it and presto-chango—like magic you have graceful alluring curves. The unwanted bulge is evenly and comfortably banished. There are 17 sectional features that effect flattering curves. Keeps you smoothly shapely no matter what angle . . . sit, bend, stand or walk with comfortable, even grace. The secret of glamorous, stylish, women is to look graceful and alluring with a thinned waist line.

Adjustable to TAILOR MADE FIT

The adjustable features of HIDE-A-WAIST allow you to get the custom fit perfection, comfort and attractiveness of a tailor fit. It's practically made to order for your figure. Gives you poise and posture. The 17 sections automatically mold your figure. You get the support you need with unbelievable comfort. You'll delight with what it does for you. The specially designed concave effect is a feature of note because it permits HIDE-A-WAIST to adapt itself to your own diaphragm. You've never seen anything like it. You've never enjoyed so much freedom, comfort and style in anything else you've worn. The four extra-length detachable garters complete HIDE-A-WAIST. Comfortable too, without garters.

BEAUTIFUL IN YOUR HAND EXQUISITE ON YOUR FORM

You'll marvel at the value and beauty when you see your new HIDE-A-WAIST . . . BUT . . . when you put it on and see your new self, you'll be the happiest girl in the world. You'll look as thin and graceful as a sixteen-year-old nymph. Ladies, to look smart—be smart and order your HIDE-A-WAIST now. It's new and not available in stores. Order direct without risk. You must be 100% delighted or we refund your money. Comes in sizes up to 40. The introductory price is indeed a bargain. Sizes up to 34 only \$2.98, plus postage. Sizes 35 and over One Dollar extra. (50c extra for the four extra-length detachable adjustable garters.)

NOTE Fashion has emphasized the streamlined waist. Be up to the minute when you parade your pretty self . . . order your HIDE-A-WAIST now! Send direct to us for your HIDE-A-WAIST today. Wear it 10 days FREE and, if not delighted, return for refund. Act at once, while this introductory offer is open. Just fill in coupon and drop it in the mail. We ship C.O.D. plus postage. But hurry coupon.



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\$2.98

2 for \$5.85

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Galore

17 Sectional Features . . . Streamline Waistline . . . Adjustable . . . Washable — made of Leno Lastex, satin-faced rayon. Fully guaranteed. Lightweight. Cool — Ventilated. Will not wrinkle or ride up. Sizes 24 to 40.

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Size (waist size in inches).

Also send sets of extra-length detachable and adjustable garters at only 50c for set of four.

☐ Send C.O.D. I will pay postman on delivery plus few cents postage.

☐ I enclose payment. The S. J. Wegman Co. will pay postage.

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